



WTIC-TV

ORDER

Print Date 09/11/12

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Flight Dates 09/18/12-09/24/12

Contract / Revision 385686 - 4

Original Date / Revision
09/06/12 09/11/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

| Account Executive | Order% | Start Date | End Date |
|--------------------|--------|------------|----------|
| Jordan Johannessen | 100% | | |

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1312

Alt Order # 06307026

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 17% Market Value 305294

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| 2WCCT | % | 0 |
| 3WFSB | 29% | 88535 |
| 4WVIT | 29% | 88535 |
| 5WTNH | 23% | 70217 |
| 6WCTX | 2% | 6105 |
| 7CABL | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 96 | \$44,115.00 | \$51,900.00 | 0.00 | 08/27/12 | 09/24/12 | 96 | \$44,115.00 | \$51,900.00 |
| Totals | 96 | \$44,115.00 | \$51,900.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|------------------------|-------|-------------------|--------------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| E 1 | 61 | 09/18/12 | 09/18/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | - 2 - - - - | :30 | 2 | \$100.00 | 01 | 0.00 | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 09/17/12 | 09/23/12 | - 2 - - - - | | 2 | | \$100.00 | | 0.00 | | | | | |
| E 2 | 61 | 09/19/12 | 09/19/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | - - 2 - - - | :30 | 2 | \$100.00 | 01 | 0.00 | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 09/17/12 | 09/23/12 | - - 2 - - - | | 2 | | \$100.00 | | 0.00 | | | | | |
| 3 | 61 | 09/20/12 | 09/21/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | - - - 22 - - | :30 | 4 | \$100.00 | 01 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - 22 - - | | 4 | | \$100.00 | | 0.00 | | | | | |
| 4 | 61 | 09/18/12 | 09/21/12 | M-F 8a-9a M-F 8a-9a | CM | 8a-9a | - 2222 - - | :30 | 8 | \$65.00 | 03 | 0.00 | NM | 8 | \$520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 09/17/12 | 09/23/12 | - 2222 - - | | 8 | | \$65.00 | | 0.00 | | | | | |
| 5 | 61 | 09/18/12 | 09/21/12 | | CM | 4p-5p | - 2222 - - | :30 | 8 | \$150.00 | 03 | 0.00 | NM | 8 | \$1,200.00 |



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Print Date: 09/11/12

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Contract / Revision **385686- 4** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/11/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1312**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|----|-------------------|-----------------|--------------------------------------|-------|--------------------------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 4p-5pm M-F 4p-5pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - 2222 - - | | | | | 8 | \$150.00 | | 0.00 | | | |
| 6 | 61 | 09/18/12 | 09/21/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | - 2222 - - | :30 | 8 | \$165.00 | 01 | 0.00 | NM | 8 | \$1,320.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - 2222 - - | | | | | 8 | \$165.00 | | 0.00 | | | |
| E 7 | 61 | 09/18/12 | 09/21/12 | M-F 7p-730p M-F 7p-730p | CM | 7p-730p | - 1111 - - | :30 | 4 | \$275.00 | 03 | 0.00 | NM | 4 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - 1111 - - | | | | | 4 | \$275.00 | | 0.00 | | | |
| 8 | 61 | 09/18/12 | 09/21/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | - 1111 - - | :30 | 4 | \$350.00 | 03 | 0.00 | NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - 1111 - - | | | | | 4 | \$350.00 | | 0.00 | | | |
| E 9 | 61 | 09/18/12 | 09/21/12 | M-F News at Ten News at Ten | CM | 10p-11p | - 2222 - - | :30 | 8 | \$900.00 | 03 | 0.00 | NM | 8 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - 2222 - - | | | | | 8 | \$900.00 | | 0.00 | | | |
| 10 | 61 | 09/18/12 | 09/21/12 | M-F News at 11pm News at 11pm | CM | 11p-1135p | - 1111 - - | :30 | 4 | \$300.00 | 01 | 0.00 | NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - 1111 - - | | | | | 4 | \$300.00 | | 0.00 | | | |
| 11 | 61 | 09/18/12 | 09/21/12 | M-F 1135p-1205a M-F 1135p-1205a | CM | 1135p-1205a | - TWTF - - | :30 | 4 | \$140.00 | 01 | 0.00 | NM | 4 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - TWTF - - | | | | | 4 | \$140.00 | | 0.00 | | | |
| 12 | 61 | 09/19/12 | 09/19/12 | Wed Prime Rotator X-Factor | CM | 8p-10p | - - 2 - - - | :30 | 2 | \$3,000.00 | 01 | 0.00 | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - 2 - - - | | | | | 2 | \$3,000.00 | | 0.00 | | | |
| 13 | 61 | 09/20/12 | 09/20/12 | Thur Prime B Glee | CM | 9p-10p | - - - 1 - - - | :30 | 1 | \$2,500.00 | 01 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - 1 - - - | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| 14 | 61 | 09/22/12 | 09/22/12 | College Football College Football | CM | 730p-11p (7:30 PM-11:00 PM) | - - - - - 3 - | :30 | 3 | \$750.00 | 01 | 0.00 | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - 3 - | | | | | 3 | \$750.00 | | 0.00 | | | |
| 15 | 61 | 09/22/12 | 09/22/12 | Sa 10p-11p Sa 10p-11p | CM | 10p-11p | - - - - - 2 - | :30 | 2 | \$550.00 | 03 | 0.00 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - 2 - | | | | | 2 | \$550.00 | | 0.00 | | | |
| 16 | 61 | 09/23/12 | 09/23/12 | NFL on FOX Early NFL: Sun 1-4pm | CM | 1p-4p | - - - - - 4 | :30 | 4 | \$3,000.00 | 01 | 0.00 | NM | 4 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - 4 | | | | | 4 | \$3,000.00 | | 0.00 | | | |
| 17 | 61 | 09/23/12 | 09/23/12 | Su 10p-11p Su 10p-11p | CM | 10p-11p | - - - - - 2 | :30 | 2 | \$750.00 | 03 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | - - - - - 2 | | | | | 2 | \$750.00 | | 0.00 | | | |



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Print Date: 09/11/12

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Contract / Revision **385686- 4** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/11/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1312**

| | | | | | | | | | | | | | Totals | |
|-------------|-----------|-------------------|-----------------|------------------------------------|-------|----------------|-----------------------|-----------------|-------------------|-----------------------|-----|-----------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| 17 | 61 | 09/23/12 | 09/23/12 | Su 10p-11p Su 10p-11p | CM | 10p-11p | -----2 | :30 | 2 | \$750.00 | 03 | 0.00 NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/17/12 | 09/23/12 | -----2 | | | | | 2 | \$750.00 | | 0.00 | | |
| 18 | 61 | 09/24/12 | 09/24/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | 2----- | :30 | 2 | \$100.00 | 01 | 0.00 NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$100.00 | | 0.00 | | |
| 19 | 61 | 09/24/12 | 09/24/12 | M-F 8a-9a M-F 8a-9a | CM | 8a-9a | 2----- | :30 | 2 | \$65.00 | 03 | 0.00 NM | 2 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$65.00 | | 0.00 | | |
| 20 | 61 | 09/24/12 | 09/24/12 | M-F 4p-5pm M-F 4p-5pm | CM | 4p-5p | 2----- | :30 | 2 | \$150.00 | 03 | 0.00 NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$150.00 | | 0.00 | | |
| 21 | 61 | 09/24/12 | 09/24/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | 2----- | :30 | 2 | \$165.00 | 01 | 0.00 NM | 2 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$165.00 | | 0.00 | | |
| E 22 | 61 | 09/24/12 | 09/24/12 | M-F 7p-730p M-F 7p-730p | CM | 7p-730p | 1----- | :30 | 1 | \$275.00 | 03 | 0.00 NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 1----- | | | | | 1 | \$275.00 | | 0.00 | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg Type</u> | | |
| 1 | 61 | 09/24/12-09/30/12 | | M-F 7p-730p | | | 7p-730p | M----- | :30 | (\$275.00) | | 0.00 NM | | |
| Credited | | | | | | | | | | | | | | |
| E 23 | 61 | 09/24/12 | 09/24/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | 1----- | :30 | 1 | \$350.00 | 03 | 0.00 NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 1----- | | | | | 1 | \$350.00 | | 0.00 | | |
| 24 | 61 | 09/24/12 | 09/24/12 | M-F News at Ten News at Ten | CM | 10p-11p | 2----- | :30 | 2 | \$900.00 | 03 | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$900.00 | | 0.00 | | |
| 25 | 61 | 09/24/12 | 09/24/12 | M-F News at 11pm News at 11pm | CM | 11p-1135p | 1----- | :30 | 1 | \$300.00 | 01 | 0.00 NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 1----- | | | | | 1 | \$300.00 | | 0.00 | | |
| 27 | 61 | 09/24/12 | 09/24/12 | Mon Prime A Bones | CM | 8p-9p | 2----- | :30 | 2 | \$2,600.00 | 01 | 0.00 NM | 2 | \$5,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$2,600.00 | | 0.00 | | |
| 28 | 61 | 09/24/12 | 09/24/12 | M-F 1135p-1205a M-F 1135p-1205a | CM | 1135p-1205a | 1----- | :30 | 1 | \$140.00 | 01 | 0.00 NM | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | 1----- | | | | | 1 | \$140.00 | | 0.00 | | |
| 29 | 61 | 09/18/12 | 09/21/12 | M-F 7a-8a M-F 7a-8a | CM | 7a-8a | -2222-- | :30 | 8 | \$200.00 | 01 | 0.00 NM | 8 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/17/12 | 09/23/12 | -2222-- | | | | | 8 | \$200.00 | | 0.00 | | |



WTIC-TV

Print Date: 09/11/12

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Contract / Revision **385686- 4** Flight Dates **09/18/12-09/24/12**Hiatus DatesOriginal Date / Revision 09/06/12/ 09/11/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1312**

| | | | | | | | | | | | | | | <u>Totals</u> | |
|-------|----|-------------------|-----------------|----------------------------|-------|----------------|--------|-----|-------------------|-------------|-----|---------------|------|---------------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 30 | 61 | 09/24/12 | 09/24/12 | M-F 7a-8a M-F 7a-8a | CM | 7a-8a | 2----- | :30 | 2 | \$200.00 | 01 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 2----- | | | | | 2 | \$200.00 | | 0.00 | | | |
| N31 | 61 | 09/24/12 | 09/24/12 | M-F 7p-730p M-F 7p-730p | CM | 7p-730p | 1----- | :30 | 1 | \$500.00 | 01 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| | | | | | | | | | | | | | | Totals | 96 \$51,900.00 |